

Central Executive Committee Meeting

Tuesday | July 19, 2022 | 5.00 PM – 7.00 PM

Attendees:

CEC Members	Secretariat
1. Ali Ihsan	6. M. Zohaib Khan Hira Zainab
2. Ammara Masood	7. Salman Dar
3. Barkan Saeed	8. Dr. Shoab A. Khan
4. Bilal Hashmat	9. Waqas Khan Pitafi
5. Khuram Rahat	10. Badar Khushnood (Chairman)

Agenda:

- Immediate Items
- Policy Updates
- Secretariat Update
- P@SHA Sub-Committees Update
- Other Updates
- Conclusion

Action items:

- Office places to be visited to see if a decent proposal of renovation can be finalized for P@SHA office

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Discussion Items:

Immediate Items: P@SHA Office

- Current situation: DK North (for external purposes such as mails etc.) and DK Vantage (for team)
- Need for office space:
 - The seating capacity has reached its limit due to the increase in team size.
 - DK Alpha – will be launched in September or perhaps the end of the year (delayed since April)
 - Change of P@SHA office address is required
 - Office required in Islamabad and Karachi, as per DGTO license requirements
- Current Progress: **70+ locations evaluated**, 40 office space visits (by secretariat team), 10 visits (by SG)
- Hira presented the total cost breakdown of Daftarkhwan office space. Since team is expanding, DK isn't feasible because of its high cost, low brand value, and isn't readily available
- Hira shared the office budget breakdown whose approval has already been given by CEC in the last meeting. She shared the constraints with the budget (recurring high rent, location).
- Available Office Space (Research): Hira shared that all the research has resulted in finding an excellent option.
 - Location I-9, 3,250 sq ft., rent (PKR 46/sq ft.), Monthly rent (PKR 150,000 is negotiated rate by P@SHA Secretariat, original demand was PKR 250,000)
Issue: High CAPEX: PKR 8-12 million (actual quotations to be obtained)

Way Forward:

- Finalize an option of co-working/managed office in Islamabad within allocated budget to be opted for at least one year (short-term solution)

Suggested Possible Options:

- Looking for options in STZs/STPs or co-working spaces– for next year
- Identify donors which can finance P@SHA building an office
- Opting for a co-working/shared office in Islamabad within the allocated budget for a year
- Divide renovation into stages and proceed accordingly
Action item: Dr. Shoab will ask someone to share the renovation estimate
- If DK becomes available within the next few months, then retain DK option
- Transition towards EDF grant-based approach to create assets for P@SHA to ensure financial sustainability

It was discussed that moving an office for a year is not adequate. Negotiating and checking availability from Daftarkhwan for a short-term period is a more feasible option. However, it was encouraged to explore the option of renovation and have clarity on the rate, since having a P@SHA office in the longer term is a key requirement. It was also highlighted that the central location is critical for the P@SHA office. CEC suggested dividing CAPEX into stages.

Approval: CEC approved having a CAPEX of up to PKR 4-5 million, after Dr. Shoab visits and obtains an affordable quotation.

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Policy updates:

- Policy Campaign: The recent policy campaigns included press releases that went viral (and triggered response from FBR), TV appearances by Chairman, IT industry vs. the Textile industry.
- Advisory Committee: A Prime Minister Advisory Committee has been formed to share the recommendations related to IT Industry with Prime Minister by IT Minister.
- PSEB Update: Discussion regarding APICTA and TechLift with PSEB are currently underway. Meetings with an advisory sub-committee and a financial committee have been planned. It will bring clarity to the budget allocation.
- Tax Exemptions: Discussions with FBR commissioners are in-process.
- STZA: STZA has sent a letter summarizing the communication. STZ Committee is compiling a response for it. Feedback on rules shared by STZA is also being prepared.
- Exports/Remittances: Ammara shared the issue regarding the restrictions placed upon sending remittances outside the country. It was discussed that PR/campaign will be launched after verifying the status with IMF. It was discussed to revisit this point after 6 weeks after the IMF loan situation gets addressed.
- Press Conference: It was discussed that it will be kept on hold for now. The financial advisory committee and advisory body have been formed under the guidance of the finance minister who will be reporting to the PM.

Secretariat updates:

- 8 reports are in process (2 launched | 3 in pipeline | 3 in planning)
 - P@SHA Budget Recommendations, Policy Comparative Analysis for IT & ITeS industry – **launched**
 - Tax Analysis for IT & ITeS industry, P@SHA Skills Gap Report, D&I Landscape Report – **in design**
 - P@SHA Salary Benchmarking Guidelines – analysis is being carried out
 - P@SHA IT Skills Requirement Survey – finalized and shared with members
 - Sub-sector Landscape Report (Animation & Games) – planning stage
- Preparation for P@SHA ICT Awards are in-process.
 - Event is planned for October in Lahore
 - The applications are open. Website has been completely revamped
 - Sponsorship Proposal finalized
- APICTA – Pakistan has been finalized to be the host economy for APICTA 2022.
 - APICTA Executive Council will be visiting Pakistan 26-28th August
 - Donor's final commitment is expected soon
- We have crossed **521** active members
- 01 CXO meet-ups in Lahore and 02 causal meet-ups conducted in Karachi. Islamabad CXO meetup is planned for 26th July
- TechLift – the first payment from PSEB has been delayed. It has caused a delay in the overall project's deadlines

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- P@SHA Visa Facilitation Services – 50% discount for P@SHA member companies. We have received a good response from members. However, it requires close coordination with chambers, the Minister of Commerce, and the Ministry of IT.

P@SHA Sub-Committees

- Hira presented the progress from committees. She shared that a total of 48 meetings have been done by different subcommittees.

<p>Members finalized: 12</p> <ul style="list-style-type: none"> ● Animation & Games ● Awards & Judging ● Brand Committee ● Diversity & Inclusion ● E-Commerce ● Fintech ● Industry Sub-sectors ● HR Committee ● Skill Development ● Membership & Member Services ● Governance ● Special Technology Zones 	<p>TORs shared: 4</p> <ul style="list-style-type: none"> ● Animation, Graphics & Games ● Governance Committee ● Membership Committee ● Industry sub-sectors 	<p>Meetings conducted: 48</p> <ul style="list-style-type: none"> ● Animation & Games: 5 ● Awards & Judging: 5 ● Brand Committee: 1 ● E-Commerce: 3 ● Governance: 2 ● HR: 5 ● Industry sub-sectors: 2 ● Skills Committee: 17 ● Membership Committee: 6 ● Special Technology Zones: 2
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- Membership Committee (Salman Dar): The launch and announcement of regional chapters has received an overwhelming response. Faisalabad chapter meets the criteria for the creation of a chapter. Two more regions (Hyderabad and Peshawar) chapters are also expected to be formed.
- Governance Committee (Khuram Rahat): The investment plan has been finalized. AoA comparison has been shared with the governance committee. The changes in articles of association are documented and are under discussion. The suggested proposed changes will be shared with CEC members. CEC members are also encouraged to propose changes if any.
- Animation, Gaming & Graphics (Ali Ihsan): Meetups were conducted in Lahore and Islamabad. Karachi meetup is also being planned. The AGG Landscape Report’s sponsorship worth PKR 2 million has been finalized. An MoU is being finalized to be signed with IGDA. An Animations Excellence Center RFP is expected to be launched by Ignite.
- Brand Committee: Hira shared that the hiring of a PR agency is planned in two phases. In phase 1, a PR agency will be shortlisted for a trial period of 3 months. In phase 2, a detailed SOW and detailed strategic roles will be finalized to bring a reliable partner onboard.

Conclusion: The meeting was concluded with a suggestion for the next meeting on 18th August 2022

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